

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2017/2018

LML 2017 MEDIA LANGUAGES AND STRATEGIC COMMUNICATION

(All sections)

26 OCTOBER 2017

9.00 am – 11.00 am

(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **ONE** printed page with **THREE** sections.
2. Answer all questions in Section A, B and C.
3. Write your answers in the Answer Booklet provided.

SECTION A: STRUCTURED QUESTIONS [16 MARKS]**Instruction:** Answer ALL questions.

1. a. Briefly explain metonymy. (2 marks)
b. Give **TWO (2)** examples to briefly illustrate the concept. (2 marks)
2. Identify **FOUR (4)** types of media languages and briefly explain each of the languages. (8 marks)
3. Briefly explain the meaning of semiotics. (2 marks)
4. Differentiate between “Denotation” and “Connotation”. (2 marks)

SECTION B: SHORT ANSWER QUESTIONS [14 MARKS]**Instructions:** Answer all questions.

It has been reviewed that Dunkirk, a film about survival and resistance in World War 2, has been done with such skill and craft.

1. Briefly explain how the concept of representation is being applied in the movie. (6 marks)
2. Briefly explain SWAT Codes that are applied in the movie. (8 marks)

SECTION C: ANALYSIS [20 MARKS]**Instructions:** Answer all questions.

Technology convergence has made marketing and promotions easier as people can now get updates on their phones and other devices faster and easier. Integrating visual content can help to power up your communication strategy and deliver your messages with the appropriate languages to your target audiences.

1. Identify and choose **ONE (1)** of the brand from the following category:
 - a. Automobile
 - b. Fast Food
 - c. Cosmetic and fragrance
2. Sketch **FIVE (5)** stages of story board for “YouTube” advertisement by using the right and appropriate language to your content and target audiences. (20 marks)

End of paper